

REMARKS/ARGUMENTS

In the above-mentioned Office Action, claims 347, 349, 353-355 were rejected as being anticipated by U.S. Patent 4,128,954 (White); claims 351-352 and 358 were rejected as being unpatentable over White; claims 143, 182-194, 196-200, 213-283, 292-346, 359-379, and 389-399 were allowed; and claims 348, 350, and 356-357 were objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form with all limitations of the base claim and any intervening claims.

The allowance of claims 143, 182-194, 196-200, 213-283, 292-346, 359-379, and 389-399 is acknowledged with appreciation; and these claims remain in the application.

Allowable dependent claims 348, 350, and 356 have been rewritten as new independent claims 400-402, respectively, and allowable dependent claim 357 has been rewritten as new dependent claim 403. They are thus in condition for allowance.

Rejected independent claim 347 has been amended to include that the liner sheet covers at least a substantial portion of the cut lines. This is not taught by White -- see elements 11, 12 and 27 in FIG. 2. It has also been amended to include that the printable cards have non-adhesive backs -- see FIG. 2 of White at 25. Claim 347 further includes a card matrix including a plurality of rows and columns. White shows an array with only one row (or column depending on how you orient it). Thus, claim 347 is patentable.

Accordingly, it is respectfully contended that all of the claims now pending are in condition for allowance. Issuance of the Notice of Allowance at an early date is thus in order.

If there are any remaining issues, the Examiner is encouraged to telephone the below-signed counsel for Applicant at (213) 689-5142 to seek to resolve them.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 07-1853. Should such

Serial No. 09/158,308

PATENT

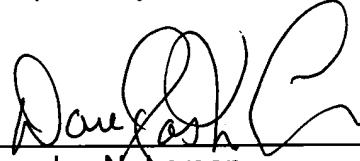
Old Docket No. 310048-401

Avery No. 2525-US

Atty. Docket No. 11286-01089

additional fees be associated with an extension of time, Applicants respectfully request that this paper be considered a petition therefor.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Douglas N. Larson', written over a horizontal line.

Douglas N. Larson
Registration No. 29,401

Dated: October 28, 2005

SQUIRE, SANDERS & DEMPSEY L.L.P.
801 South Figueroa Street, 14th Floor
Los Angeles, California 90017-5554
Telephone: (213) 624-2500
Facsimile : (213) 623-4581